

# BEHIND THE DESIGN

ISSUE 18 June 2010



Hi All,

Were half way through the year already - infact it's only 207 days until Xmas!

Have you achieved everything you planed to do in at the beginning of the year?

Like keeping in regular contact with your customers?

Letting clients know about your specials and new products?

Asking what they want from your business?

Well, we have a way to do that and it won't cost you the salary of a salesperson.

Check out *Email Newsletter Service* inside.

Regards,  
Jenny and the About Image team

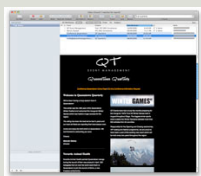
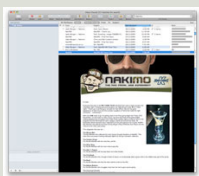
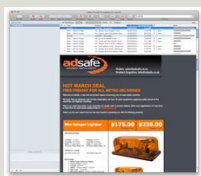


Have you joined us on **Facebook** and **Twitter** yet?  
links are on our home page: [www.aboutimage.co.nz](http://www.aboutimage.co.nz)

## Newsletters via Email

Get an email newsletter template custom designed specifically for your business - We can build, personalise to the recipient and send out to your entire database, an html based email to promote your company or show current specials or offers.

- Automatically creates personalised emails designed around your brand guidelines
- Delivers email newsletters and marketing campaigns
- Option of managing your email databases, with automated unsubscribe and data cleaning



More information at: [www.aboutimage.co.nz/emailnewsletter.asp](http://www.aboutimage.co.nz/emailnewsletter.asp)

# HaHaHa!

*A young executive was leaving the office late one evening when he found the CEO standing in front of a shredder with a piece of paper in his hand.*

*"Listen," said the CEO, "this is a very sensitive and important document here, and my secretary has gone for the night. Can you make this thing work?"*

*"Certainly," said the young executive. He turned the machine on, inserted the paper, and pressed the start button.*

*"Excellent, excellent!" said the CEO as his paper disappeared inside the machine.*

*"I just need one copy."*



## Top Tips By Dr Grahame Craig, Business Mentor.

1. Smarten up your front of house – First impressions count, brighten up and tidy up your reception area, ensuring your customers feel invited and wanted.
2. Smarten up your time management – Keep a diary, set priorities, keep an action list, focus on what really matters, manage distractions.
3. Smarten up your marketing – Know why your customers buy from you and the others don't. The easiest sales are to existing customers, build a data base and use it.
4. Smarten up your cash management - Get on the phone to those slow payers, or contract someone to do it for you. Invoice regularly.
5. Smarten up your product or service – Know what your customers really want from you. Compare your products with those of your competitors, what are they charging, what are they doing better than you.
6. Smarten up your purchasing – Critique every dollar you spend, buy it at cheaper prices, only hold immediately required stock.
7. Smarten up your operations – How can you do things better, review your procedures, install time saving procedures.
8. Smarten up yourself – Recognise your weaknesses and deal to them. Know your strengths and play to them. Get a mentor.
9. Smarten up your sense of humour – Have fun on the job it's a great stress reliever
10. Smarten up your relationships with staff – Trust builds trust.



## It's a bird ... it's a plane ...

Keep an eye out for our advertising on the GoMobileNZ truck over the next few weeks.



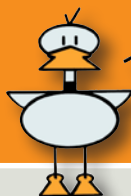
If you are interested in advertising on this mobile billboard truck, contact Darren or Greg at [mail@gomobilenz.co.nz](mailto:mail@gomobilenz.co.nz).

## Huh? - What the ...

*The "Sixth sick sheik's sixth sheep's sick" is said to be the toughest tounge twister in the english language.*

*In every episode of 'Seinfeld' there is a superman somewhere.*

*A duck's quack doesn't echo.*



a b o u t  
**image**  
design | web | print

23 Eliot Street  
New Plymouth  
06 75 75 123  
[info@aboutimage.co.nz](mailto:info@aboutimage.co.nz)